

Be Local! Go Global! EXPORTING 101 TRAINING FOR SMALL BUSINESSES

TUESDAY, MARCH 18TH 2014 AT MERCED COLLEGE



U.S. Small Business Administration



Fresno District Office

801 R Street, Suite 201
Fresno, CA 93704
(559) 487-5791
<http://www.sba.gov/ca/fresno>

The Fresno District Office provides SBA programs and services in Central California. Working with SBA resource partners, we can help you start, grow and achieve business success.

For more information, please see our Fresno District Small Business Resource Guide:
http://www.sba.gov/sites/default/files/files/resourceguide_3098.pdf

All SBA programs and services are provided on a non discriminatory basis. Handicap arrangements should be requested 14 days in advance.

Businesses are invited to learn how to start or expand their exporting efforts. Exporting your goods and services to international markets has never been easier or more profitable.

This **free** workshop will teach businesses about the many Federal and local programs that provide financing, technical assistance, and marketing programs for exporting. Learn how to be local, grow global, and achieve success by finding and selling to international customers.

When: Tuesday, March 18th, 2014
1:30 – 4:30

Where: Merced College Business Resource Center
630 West 19th Street, First Floor
Merced, CA 95340
Free parking in garage next to Resource Center

RSVP: fresno@sba.gov

The United States Small Business Administration, in conjunction with Congressman Costa and Merced College's Center for International Trade Development are pleased to provide businesses with valuable information on how exporting can make 2014 your most profitable year ever!

Meet Federal and local exporting officials, learn about local programs to help you, and find out how easy exporting can be. This free workshop will cover export loan programs, finding customers, and the Federal resources to help you begin or expand your firm's exporting.

Small businesses looking to increase sales and profit, reduce dependence on the domestic market and stabilize seasonal fluctuations should consider exporting.

- Nearly 96 percent of consumers live outside the U.S.
- Two-thirds of the world's purchasing power is in foreign countries.

Exporting is an increasingly attractive way to grow your company's customers, profits and success.

- Foreign demand is strong, with forecasts of the world economy growing more than 4% and world trade growing more than 6% annually in coming years.
- Advancements in e-Commerce and logistics have lowered the costs of doing business overseas.
- Free trade agreements have opened up markets in Australia, Chile, Singapore, Jordan, Israel, Canada, Mexico, and Central America, creating more opportunities for U.S. businesses.

U.S. companies that export enjoy greater business success overall. Exporters are:

- Better prepared to respond to foreign competition and global market trends.
- Able to weather downturns in the domestic economy.
- More competitive and less likely to go out of business.
- Able to extend the sales potential of existing products and maintain productive capacity by stabilizing seasonal markets.